

IMPC1004 MARKETING MANAGEMENT - I (3-0-0)

Course Objective:

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
4. The course is intended for defining and clarifying the concepts of marketing.

Module-I

Definition & Functions of Marketing:

Scope of Marketing, Core concepts of Marketing such as Need, Want, Demand, What can be marketed

Four Utilities of Marketing, Customer Perceived Value, Customer Satisfaction, Customer Delight, Customer Loyalty and types

Simple Marketing System, Modern Marketing System,

Evolution of Marketing concepts: Production, Product (with Marketing Myopia), Selling, Marketing and holistic

Understanding Markets: Potential market, Available market, Qualified available market, Target market, Penetrated market

Types of Market : B2B, B2C, B2G, Global, Not for Profit, Government, Marketplace, Marketsace, Metamarket,

Marketing v/s Market, Selling versus Marketing, Marketing Myopia. 80: 20 Principle, Bottom of the pyramid concept, Market Share, Market Size

Module-II

Concept of Marketing Environment: Need for analyzing the Marketing Environment. Macro and Micro environmental analysis or PESTEL analysis

STP concept -Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Criteria for effective segmentation,

Bases for market segmentation of consumer goods - Demographic, Geographic, Psychographic, Behavioural

Target Market: Concept of target market and criteria for selection of target market

Positioning: Concept of differentiation & positioning, Introduction to the concepts of Value Proposition, Point of Parity, Point of Difference or USP, Positioning errors.

Marketing Mix tools: 4Ps, 4As, 5Ps, 7Ps. Only concepts

Packaging &Labeling: Meaning & role of Packaging &Labeling.

Module-III

Understanding Consumer Behaviour:

Meaning & importance of Consumer behaviour, Difference between Customer and Consumer, Difference between Consumer buying behaviour and Organizational buying, Buyer roles , Factors affecting buying behaviour, Stages or Steps in consumer buying decision process, Buyer Black Box

Contemporary Topics (Concepts only) : Viral Marketing, Guerrilla Marketing, Ambush Marketing, Upselling and Cross selling, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network or Multi-level marketing, FOMO marketing, Customer Life Time Value

Course Outcomes:

CO-1: Identify the key analytical frameworks and tools used in marketing.

CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.

CO-3: Design Segmentation, Targeting and Positioning strategies.

CO-4: Analyse different Buying Roles and interpret Consumer Buying Behaviour.

Text Books:

1. Marketing Management- A South Asian Perspective, 13th Edition– Authors – Kotler, Keller, Koshy, Jha
2. Rajan Saxena, Marketing Management, TMH

Reference:

The above module has been prepared by referring to NPTEL Marketing Management-I Course by Prof. Jayanta Chatterjee and Prof. Shashi Shekhar Mishra | IIT Kanpur